

OUTFRONT/

WE GET YOU **TWIN CITIES**

Media Across The Market



MASTERING THE ART & SCIENCE OF OOH/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to **helping people, places, and business grow stronger.**

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

**Welcome to America's most visible
and most versatile media network.**

**Welcome to OUTFRONT.
We get you America.**



OUTFRONT/

IMPACT WHERE IT MATTERS /

WE LEVERAGE THE POWER OF **TECHNOLOGY, LOCATION, AND CREATIVITY** TO DRIVE IMPACTFUL ENGAGEMENTS BETWEEN BRANDS AND **AUDIENCES.**



TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research, proprietary geospatial data, and real time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

LOCATION

At its heart, OOH is a location based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly*), with targeted messaging by market or demographic.

CREATIVITY

Creative drives 70% of an ad’s effectiveness and OOH is the most creative medium out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our Cannes Lions award-winning in-house creative agencies for best in class creative services and dynamic digital add-ons.

OOH DRIVES SUCCESS /

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

AWARENESS¹

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION¹

23% OOH
24% TV
24% Social Media
21% Online Video

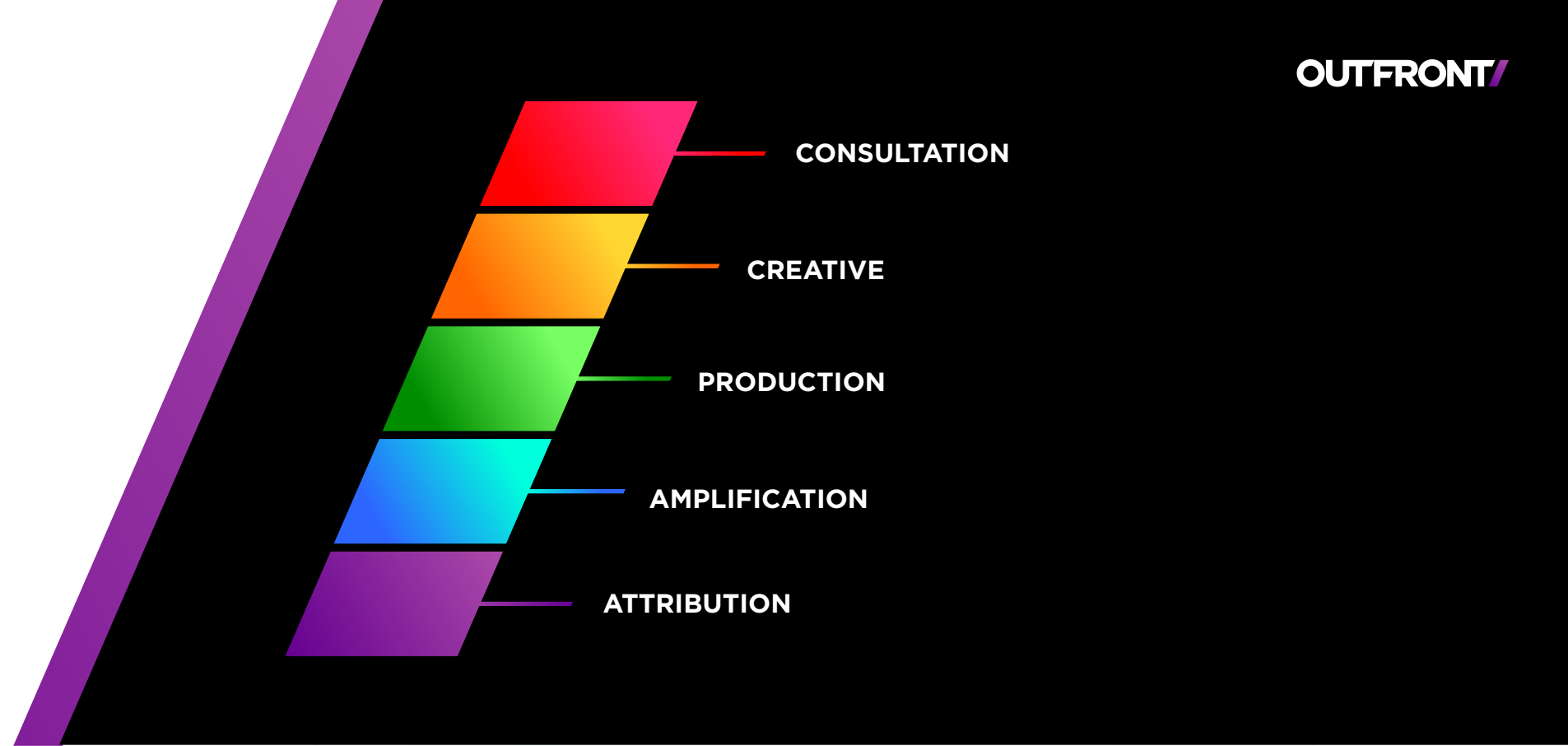
CONVERSION¹

18% OOH
18% TV
20% Social Media
13% Online Video

LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP
APPROACH ENSURES YOU GET
THE EDGE ON YOUR COMPETITION.

OUTFRONT /



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 2,200+ digital billboard and transit canvases available on top SSP & DSP platforms.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

Leverage our Cannes Lions award winning in-house creative agencies, XLabs & OUTFRONT STUDIOS. Together, we can aid in anything from best practices to full campaign development or bring dynamic digital elements to your campaign.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

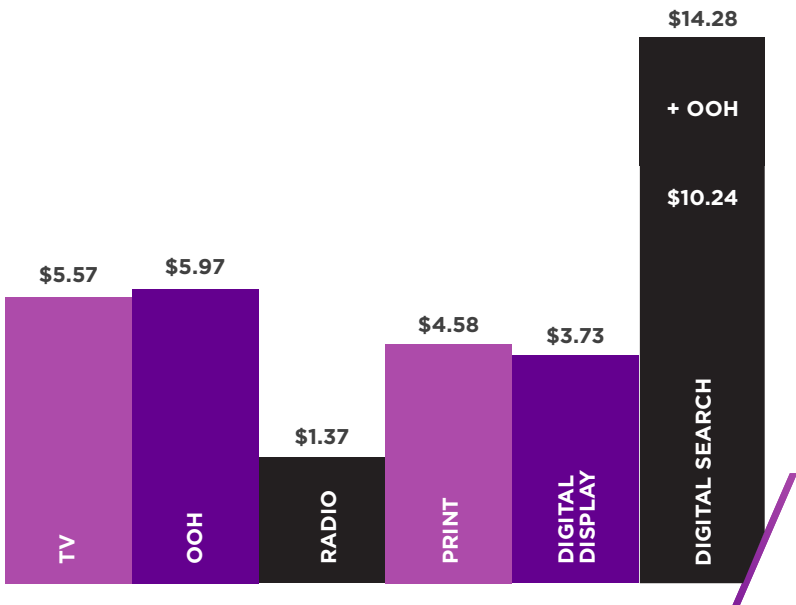
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Tune In, and Brand Affinity.

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



SEARCH

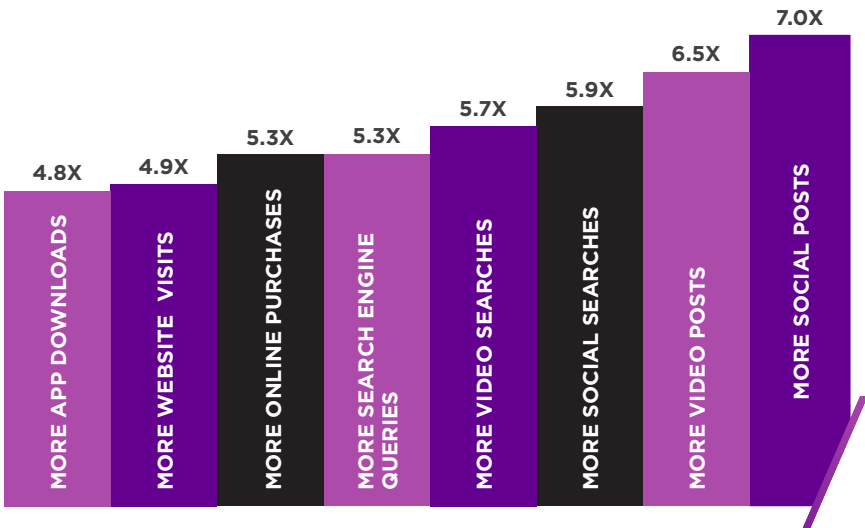
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

Out of home drove a **300% increase** in search for an innovative healthcare company. [Learn more.](#)



SCAN OR CLICK FOR THE AFREZZA STUDY

SOURCE: BENCHMARKETING, COMSCORE, NIELSEN, OCEAN NEURO INSIGHTS.



SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Louis Vuitton’s SoHo based OOH campaign reached an estimated **197 million people on social media**. [Learn more.](#)



SCAN OR CLICK FOR THE LOUIS VUITTON STUDY



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

Bounce Curl combined OOH and mobile to **increase purchase intent by 18%**. [Learn more.](#)



SCAN OR CLICK FOR BOUNCE CURL CASE STUDY

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ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE **ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.**



FOOTFALL

McDonald's achieved an outstanding surge in foot traffic with OUTFRONT. Through strategic placement on key LA routes, engaging mobile targeting, and collaboration with social influencers, this case study unveils the art and science behind elevating in-store visits. OUTFRONT has seen an average lift of 131% for those exposed to OOH. [Learn how we drove store visitation for a local McDonalds.](#)



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to pair strongest with online conversion, with an average lift of 345% in website traffic for those exposed to OOH. [Read how we drove website traffic for a DTC hosiery brand.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift. OUTFRONT has seen an average lift of 23% for those exposed to OOH. [See how we drove tune-in for a major sports league.](#)



LOCATION SURVEYING

On site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media. [Learn how we drove sales lift for auto dealers in a Top 5 DMA.](#)



SCAN OR CLICK
FOR THE FOOTFALL
CASE STUDY



SCAN OR CLICK
FOR THE ONLINE
CASE STUDY



SCAN OR CLICK
FOR THE TUNE-IN
CASE STUDY



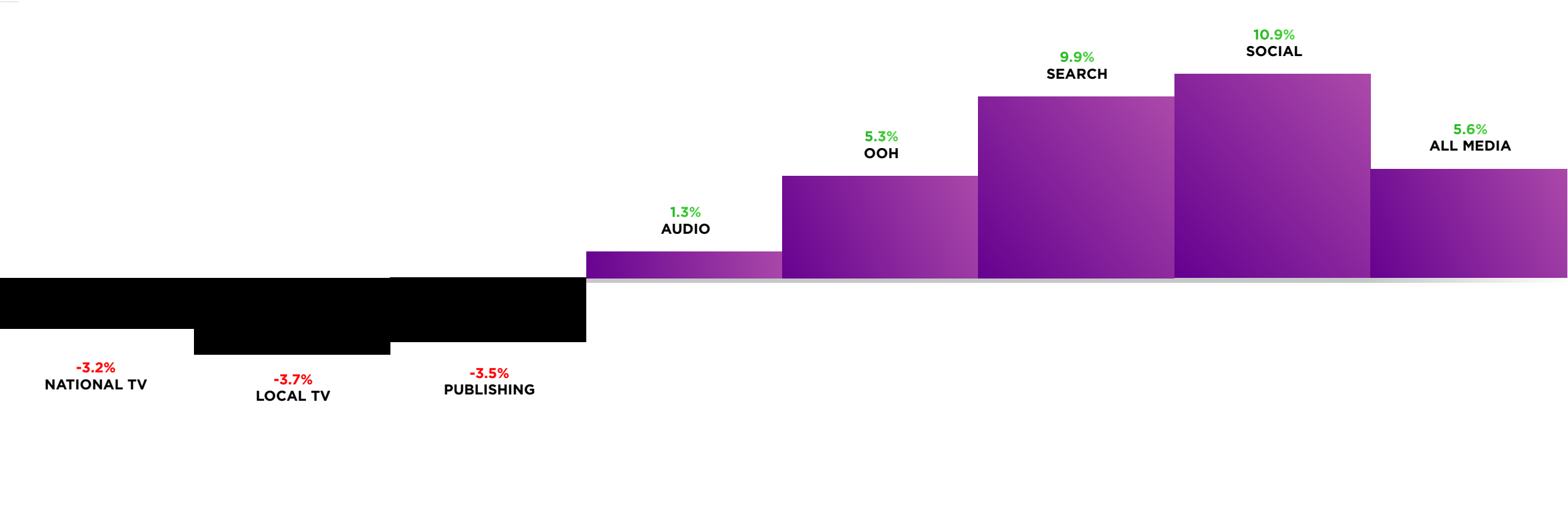
SCAN OR CLICK
FOR SALES LIFT
CASE STUDY



OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2024. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 U.S. MEDIA FORECAST



SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,639,046	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,869,011	● ●	●	● ●		● ●	● ● ●	● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,415,897	● ●	●	● ●	● ● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,126,208	● ●	●				●	●	● ●	●
5	Houston-The Woodlands et al, TX	7,518,993	● ●	●				● ●		● ●	●
6	Washington et al, DC-VA-MD-WV	6,441,102	●	●		● ● ●	● ●	●		●	●
7	Philadelphia et al, PA-NJ-DE-MD	6,264,628	● ●	●	●					● ●	●
6	Miami-Fort Lauderdale et al, FL	6,234,664	● ●	● ●		● ● ●	● ●	● ● ●		● ●	●
9	Atlanta-Sandy Springs et al, GA	6,339,620	● ●		● ●			● ●		● ●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,119,961	● ●		● ●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,934,233	● ●	●	●	● ● ●	● ●	● ●	●	● ●	●
12	San Francisco-Oakland et al, CA	4,591,500	● ●	●	●	● ● ●	● ●	● ●		● ●	●
13	Riverside et al, CA	4,710,115	● ●		●						●
14	Detroit-Warren-Dearborn, MI	4,344,518	● ●	●	●		● ●				●
15	Seattle-Tacoma-Bellevue, WA	4,107,105	●		●						●
16	Minneapolis et al, MN-WI	3,738,359	● ●	●	●				● ●		●
17	Tampa-St. Petersburg et al, FL	3,358,778	● ●	●	●				● ●		●
18	San Diego-Carlsbad, CA	3,297,720	● ●	●	●				● ●		●
19	Denver-Aurora-Lakewood, CO	3,031,111	● ●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2855642	● ●		●	● ●					●
21	Baltimore-Columbia-Towson, MD	2,869,076	●								●
22	St. Louis, MO-IL	2,799,169	● ●	●	● ●						●
23	San Antonio-New Braunfels, TX	2,639,100	● ●								●
24	Portland-Vancouver et al, OR-WA	2,557,385	● ●	●	● ●						●
25	Sacramento-Roseville et al, CA	2,439,765	● ●		● ●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Las Vegas-Henderson-Paradise, NV	2,368,484	● ●				● ●	● ● ●	● ●		●
27	Pittsburgh, PA	2,343,535	●								●
28	Cincinnati, OH-KY-IN	2,279,612	●								●
29	Kansas City, MO-KS	2,231,091	● ●	●	●						●
30	Columbus, OH	2,191,831	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,170,887	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,059,022	● ●	●							●
33	Nashville-Davidson et al, TN	2,097,909	● ●								●
34	San Jose-Sunnyvale et al, CA	1,942,876	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,817,020	●					● ●			●
36	Providence-Warwick, RI-MA	1,680,098	● ●								●
37	Jacksonville, FL	1,722,041	● ●								●
38	Raleigh, NC	1,529,484	●								●
39	Memphis, TN-MS-AR	1,333,172	● ●								●
40	Richmond, VA	1,359,801	●								●
41	Louisville et al, KY-IN	1,292,781	● ●		●			●	● ●		●
42	New Orleans-Metairie, LA	1,246,215	● ●	● ●	● ●				●		●
43	Hartford-West Hartford et al, CT	1,223,287	● ●		● ●	●					●
44	Buffalo-Cheektowaga et al, NY	1,162,115	●								●
45	Rochester, NY	1,079,821	●								●
46	Grand Rapids-Wyoming, MI	1,104,923	● ●		● ●						●
47	Fresno, CA	1,024,718	● ●		● ●						●
48	Worcester, MA-CT	986,936	●								●
49	Bridgeport-Stamford-Norwalk, CT	966,725	●			●					●
50	Albany-Schenectady-Troy, NY	907,773	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

MSP ► BRB
Fly direct to Bourbon City.

TEAM KENTUCKY

LOUISVILLE
BOURBON CITY

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.



MEDIA ACROSS THE TWIN CITIES

WE GET YOU TWIN CITIES

OUTFRONT/

Minneapolis and St. Paul are known for their **diverse culture, highly educated people, and high quality of life**. The Twin Cities serve as **headquarters to over 16 corporations** such as Target, Ecolab, Ameriprise, Xcel Energy, Thrivent Financial, Securian Financial, Hormel, Land O Lakes, General Mills, 3M, United Health, Medtronic, Cargill, Best Buy, Fair Isaac, Blue Cross, St. Jude, and many more. It is also home to many Regional and National Banking Institutions, including Wells Fargo, US Bank, and RBC, which makes us a **powerful financial center**.

WHY TWIN CITIES?

- Median HHI in the Twin Cities is \$94,000-33% above the U.S. national median average.
- Millions of residents and visitors each year
- Third largest economic center in the Midwest
- Thriving theater, cultural center, and museum scene
- Seven national sports teams across all the major leagues
NFL-Vikings, MLB-Twins, NHL-Wild, NBA-Timberwolves,
NLB-Saints, WNBA-Lynx, MLS-MN United.

In the Twin Cities, OUTFRONT reaches 94% of the CBSA consumers weekly.

MINNEAPOLIS
763.540.0031
SOURCE: US CENSUS , US CENSUS AMERICAN COMMUNITY SURVEY



SCAN OR CLICK TO
LEARN MORE

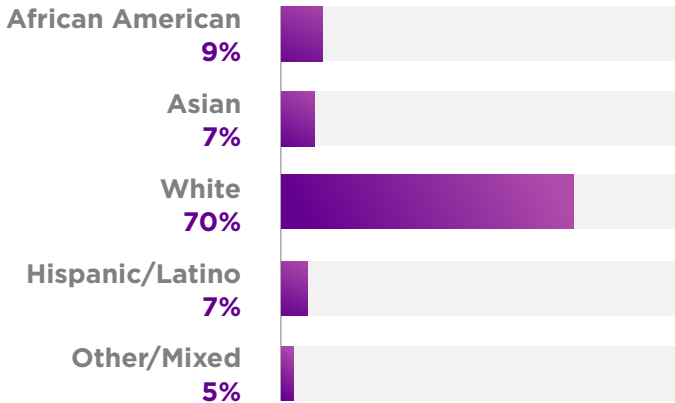
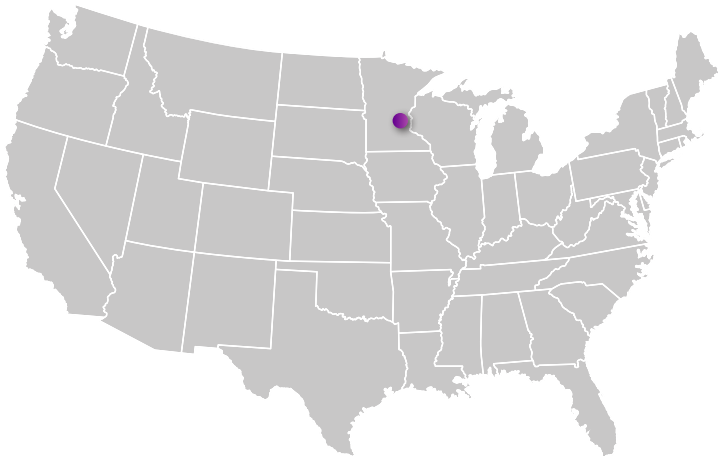


BACK TO MEDIA FORMATS

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MINNEAPOLIS/ST. PAUL

Profile



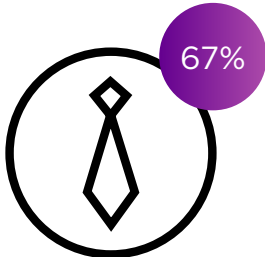
MINNEAPOLIS/ST. PAUL
2.8 MILLION A18+ CBSA



College Degree
or higher



Total miles traveled
past week



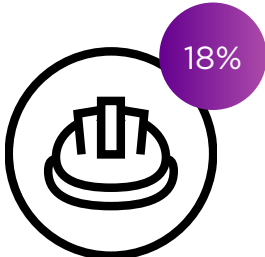
White-collar
occupation



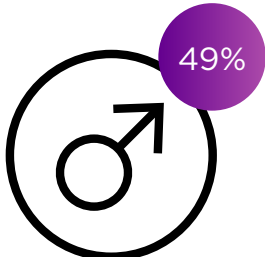
Female



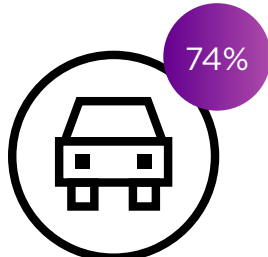
Time spent traveling to
work round trip.



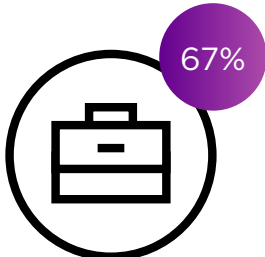
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA PRODUCTS AT A GLANCE



BULLETINS



DIGITAL BULLETINS



WALLS



JUNIOR POSTERS



LIVEBOARD NETWORKS



BACKLIT DIORAMAS



SKYWAY WALLSCAPES



DOMINATIONS



COLUMN WRAPS



EXPERIENTIAL



MOBILE NETWORK

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BILLBOARDS

BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Minnesota, bulletins provide the advertising message a long-term presence and tremendous visibility to all traffic.

PRODUCT INFORMATION

- 20'H x 60'W
- 14'H x 48'W
- Unique Sizes
- Extensions available on some locations

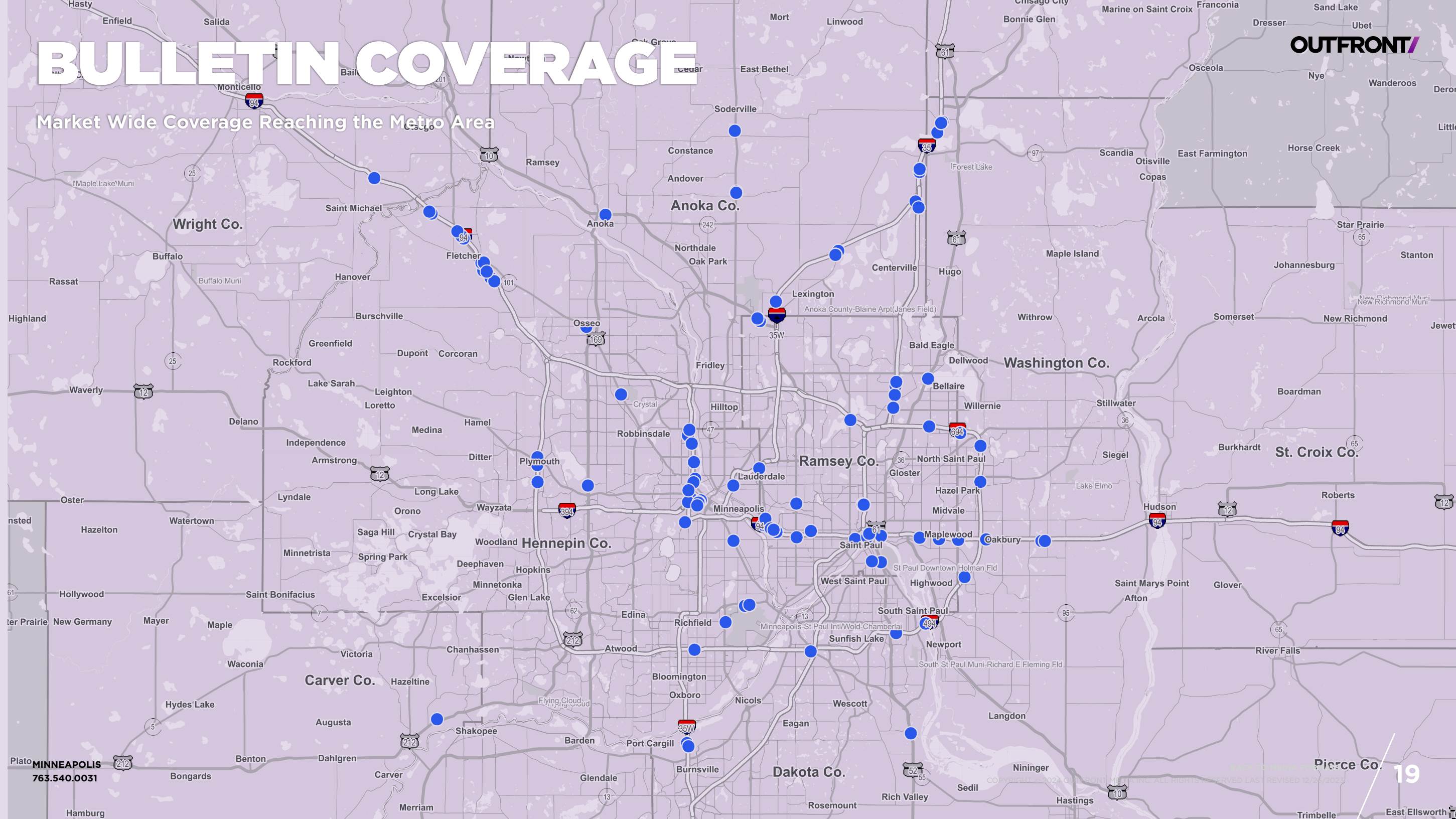
COVERAGE

- See map for coverage



OUTFRONT

19



DIGITAL BULLETINS

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

The digital network spots will run 1,228 spots per day, 8596 per week, **34,384 per 4 weeks!**

PRODUCT INFORMATION

- 14'H x 48'W
- 10'6"H x 36'W
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8
- Dynamic Capabilities

COVERAGE

- See map for complete coverage



SCAN OR CLICK TO
LEARN MORE

OUTFRONT/

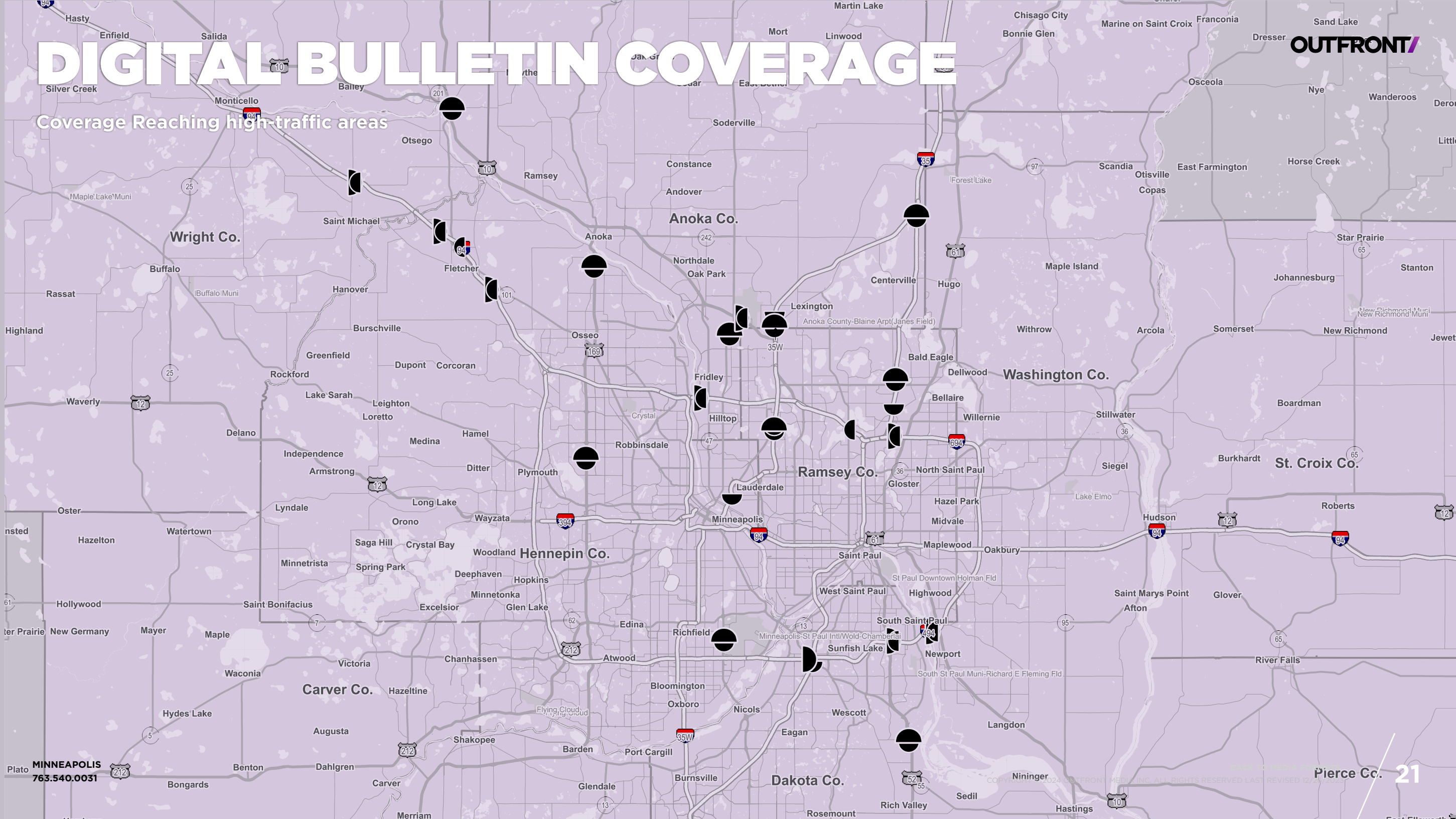


OUTFRONT/

DIGITAL BULLETIN COVERAGE



Coverage Reaching high-traffic areas



MINNEAPOLIS
763.540.0031

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WALLSCAPES

Wallscapes provide maximum impact for creative messages. Great **point-of-purchase exposure** keeps your message top of mind. Wallscapes are perfect for penetrating urban centers and vary in size, providing endless creative options.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

- See map for complete coverage
- Specialty locations available



SCAN OR CLICK TO
LEARN MORE

OUTFRONT

Search for any
car you see on

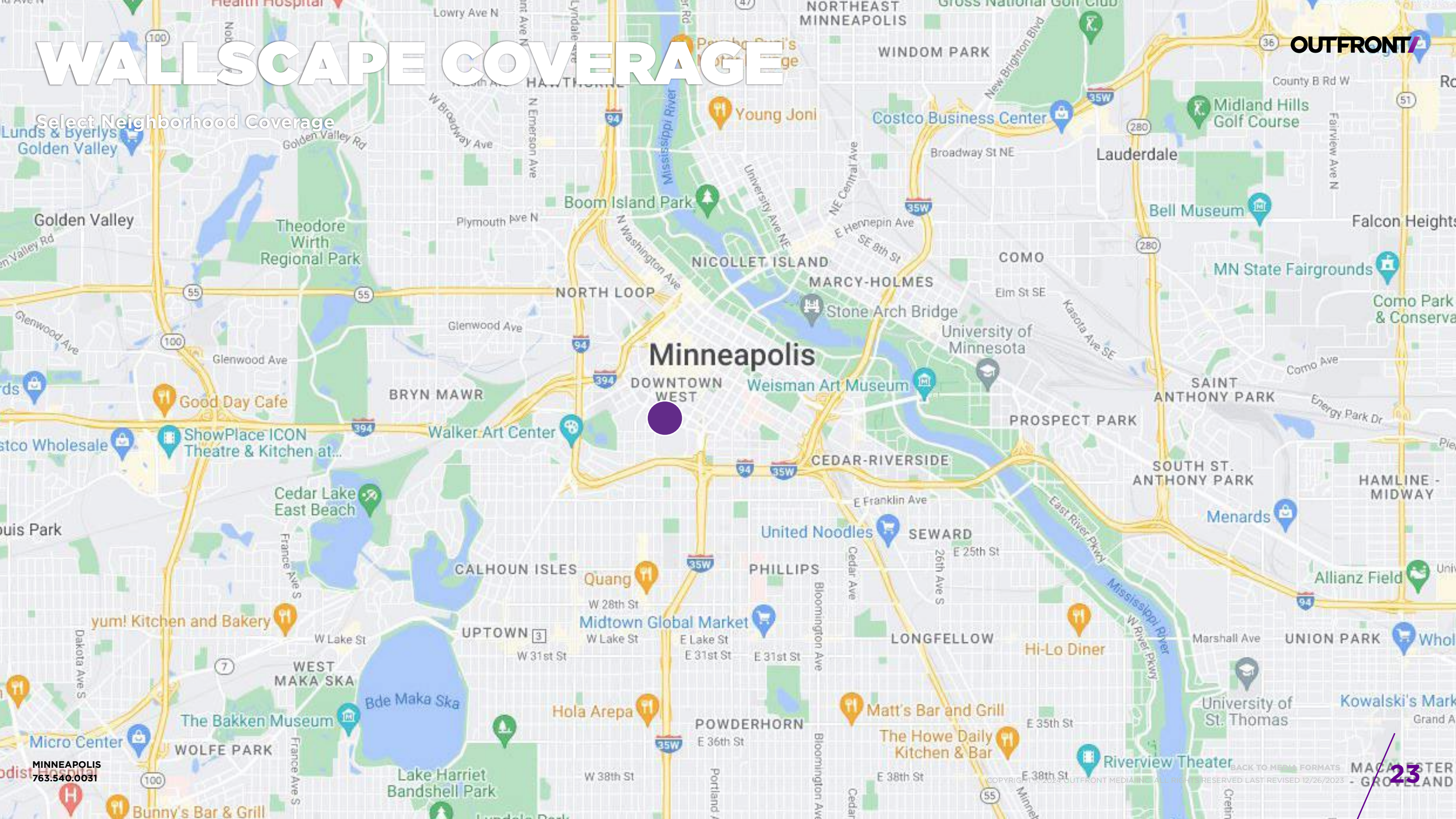
cars.com

Where to next



WALLSCAPE COVERAGE

Select Neighborhood Coverage



JUNIOR POSTERS

OUTFRONT

Junior posters offer point-of-purchase opportunities and are a **great medium for local businesses** to drive traffic to their stores. Junior posters can **target neighborhoods, shops and ethnic areas**. These impactful canvases are located in local neighborhoods where many other media options may be zoned out.

PRODUCT INFORMATION

- 5'H x 11'W
- 6'H x 12'W

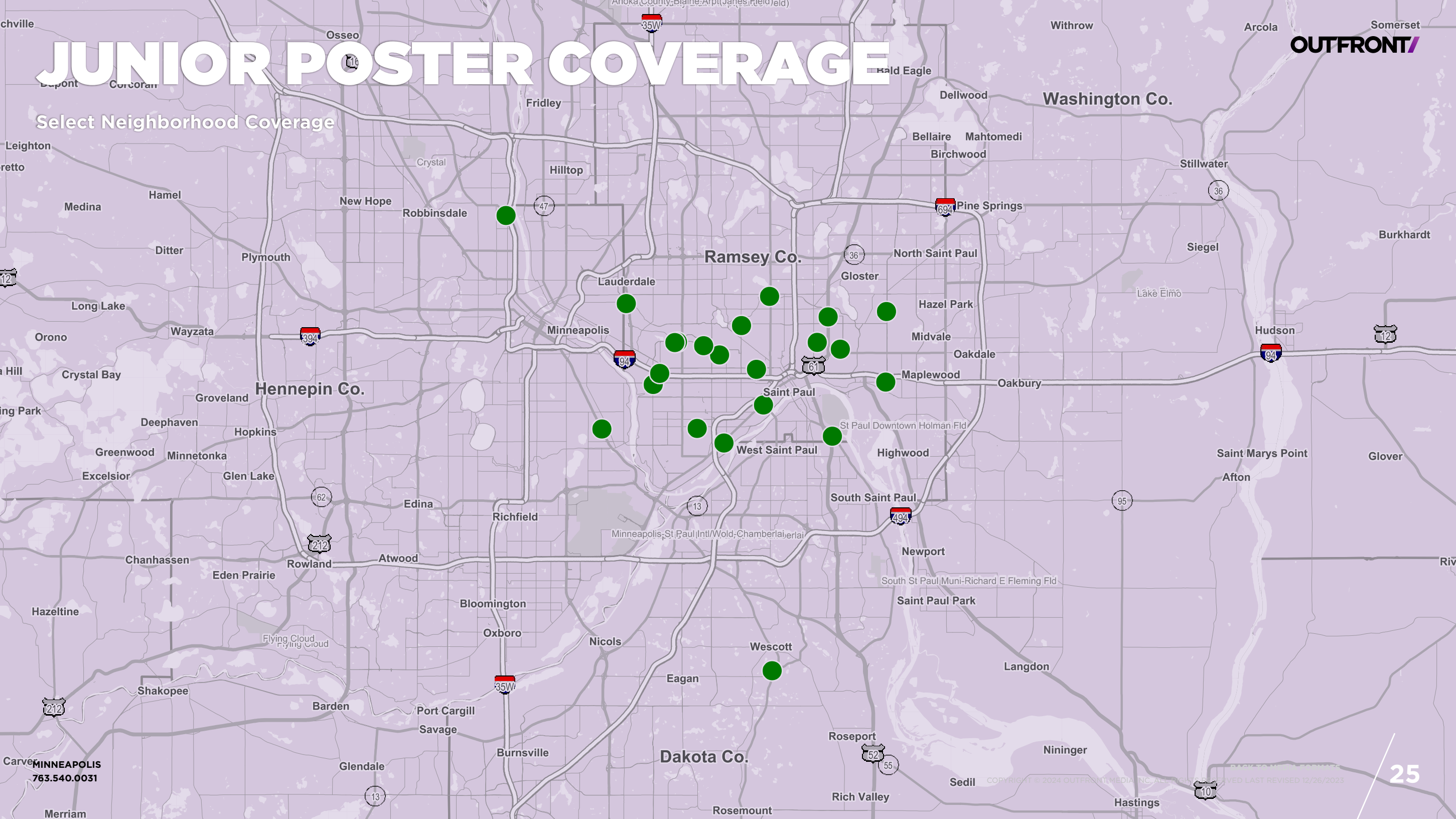
COVERAGE

- See map for complete coverage



JUNIOR POSTER COVERAGE

Select Neighborhood Coverage



N T H O N Y
D W A R D S

SKYWAY TRANSIT

SKYWAY MEDIA

OUTFRONT

The Twin Cities skyways are a climate controlled interconnected collection of 2nd story pedestrian walkways that span over 17.5 miles. **Each day, Outfront's Skyway Media platform reaches the audience of upscale working adults and business decision makers that live, work, and shop in Minneapolis, St. Paul, and Rochester.** Additionally, the skyway system connects visitors to hotels, sporting events, nightlife in the warehouse district, and performances in the theatre district.

Outfront's skyway advertising mediums are strategically placed throughout the skyways to target high traffic areas within our market, such as the Minneapolis Convention Center, Target Corporation, Target Field, Target Center, Xcel Energy Center, The Mayo Clinic, Faegre Law, Thrivent Financial, U.S. Bank Stadium, RBC Wealth Management, Wells Fargo, U.S. Bank and many more.

MEDIA

- Liveboard Networks
- Backlit Dioramas
- Interior Wallscapes
- Exterior Wallscapes
- Dominations
- Column Wraps
- Floor Graphics
- Elevator Clings
- Experiential Opportunities
- Speciality Media

COVERAGE

- Minneapolis
- St. Paul
- Rochester
- Mall of America



MINNEAPOLIS SKYWAY

The Minneapolis skyway connects **9.5 miles** and reaches over 250,000 upscale working adults that enter the city each day. This system is home to the headquarters for many **Fortune 500 businesses**, the country’s second-largest **Theatre District**, per capita, and twenty-four of the twenty-five **largest law firms**.

Coverage Area:

- | | | |
|--------------------------|-------------------------|----------------------|
| — Mpls Convention Center | — Wells Fargo | — Hennepin County |
| — Target Corporation | — Ameriprise Financial | — Thrivent Financial |
| — Target Field | — RBC Wealth Management | |
| — Target Center | — U.S. Bank Stadium | |
| — Guthrie Theater | — Capella Education | |
| | — City of Minneapolis | |



ST. PAUL SKYWAY

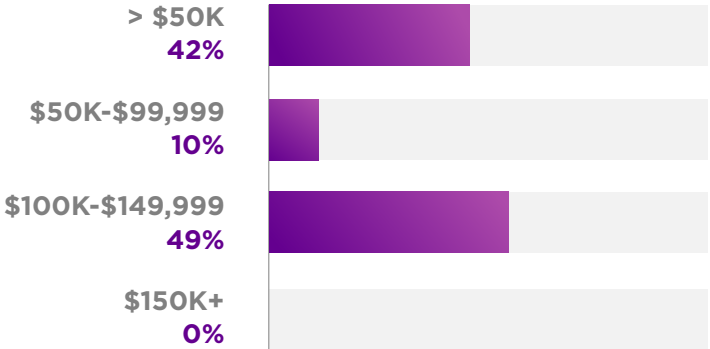
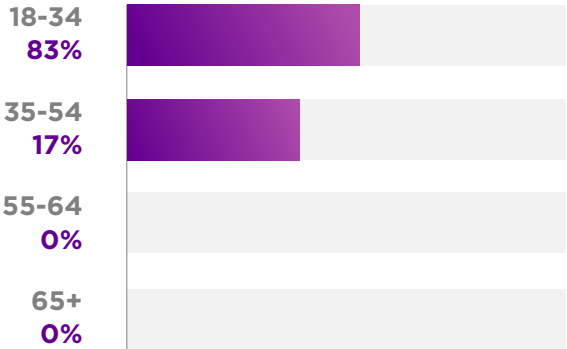
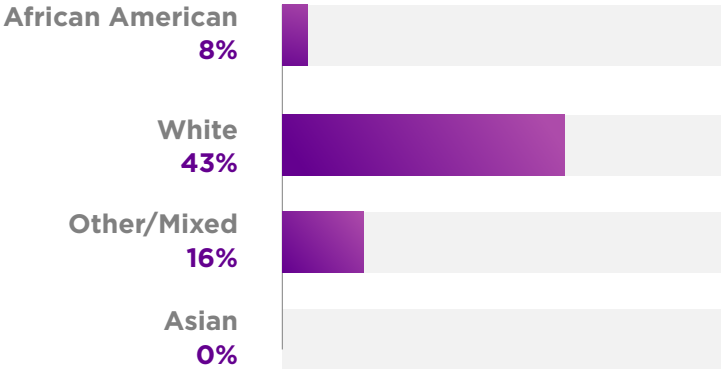
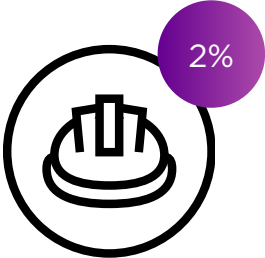
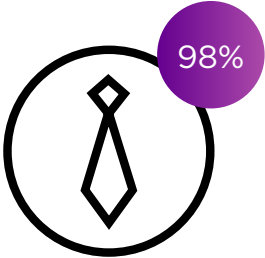
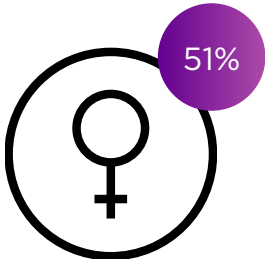
Saint Paul Skyway system is **over 5 miles long** and connects the Central Business District with the cultural and entertainment areas of downtown allowing advertisers to reach upscale consumers.

Coverage Area:

- | | |
|----------------------|--------------------------|
| — Xcel Energy Center | — Science Museum of MN |
| — River Center | — Children’s Museum |
| — Ecolab | — Ordway |
| — Securian Financial | — Minnesota Public Radio |
| — Lawson Software | |

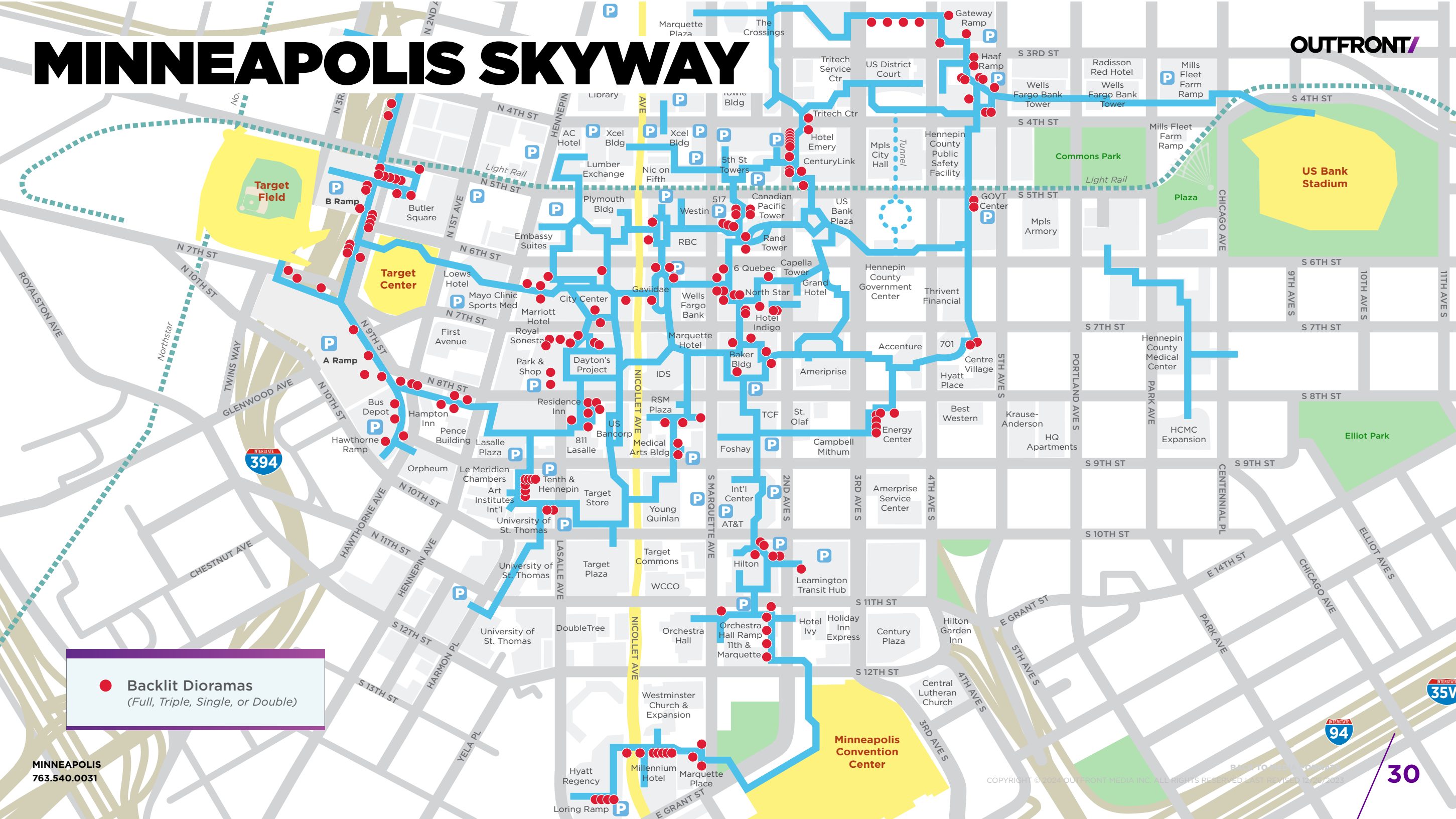
MINNEAPOLIS/ST. PAUL SKYWAY

Profile



MINNEAPOLIS SKYWAY

OUTFRONT/



Backlit Dioramas
(Full, Triple, Single, or Double)

OUTFRONT/



ROCHESTER SKYWAY

Rochester is known for **the world-famous Mayo Clinic** which resides in the heart of downtown Rochester. The Rochester connected skyway and subway system offers signage throughout 3 levels of downtown and reaches over 140,000 people each day.

This connected system spans **over 3 miles in the upper-level skyway** but the closer you get to the Mayo Clinic the connected system expands to over **9 miles in the underground subway system.**

MAYO CLINIC

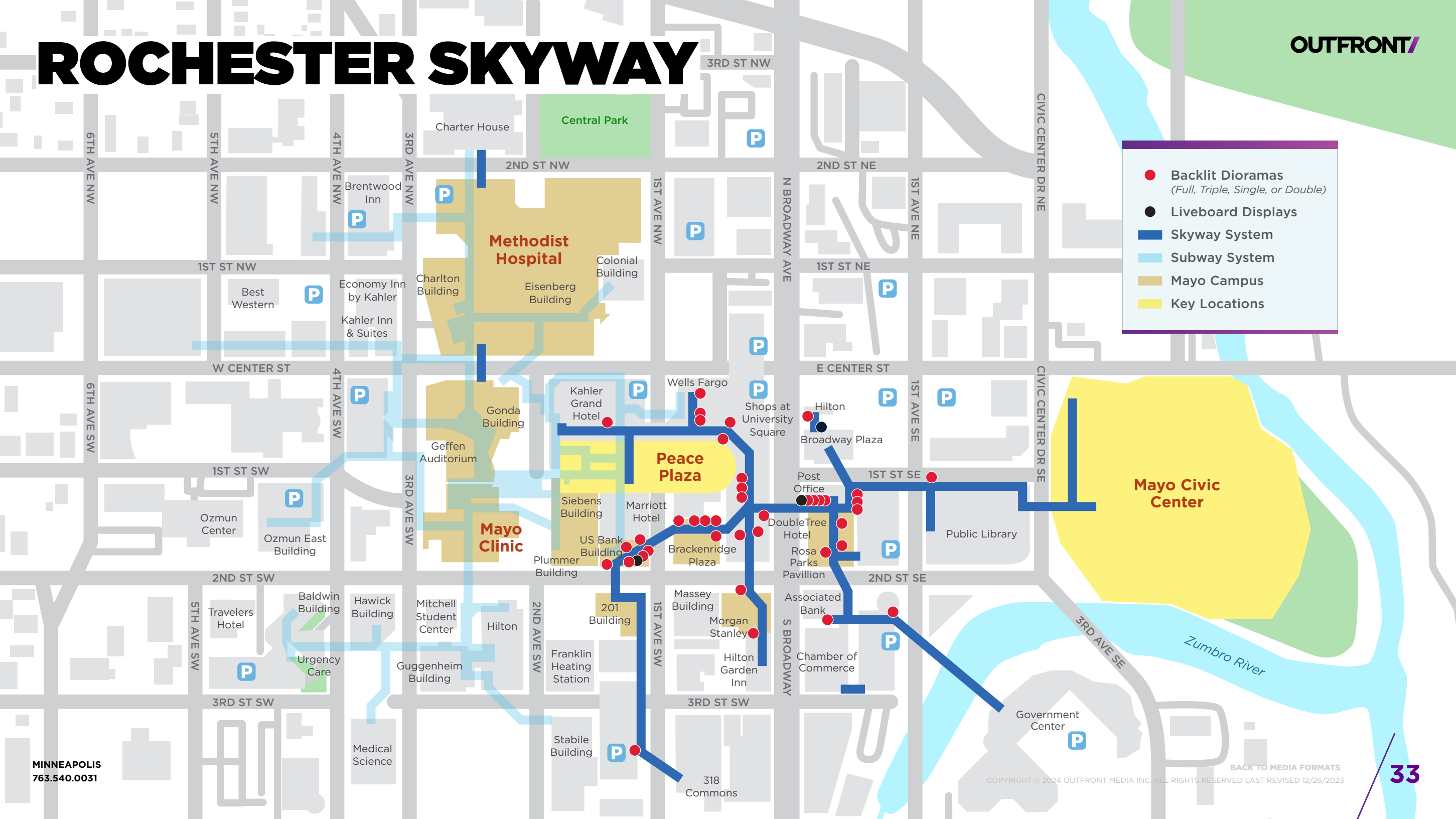
The Mayo Clinic employs 35,000 medical care professionals who care for over **one million outpatient visitors per year.**

COVERAGE

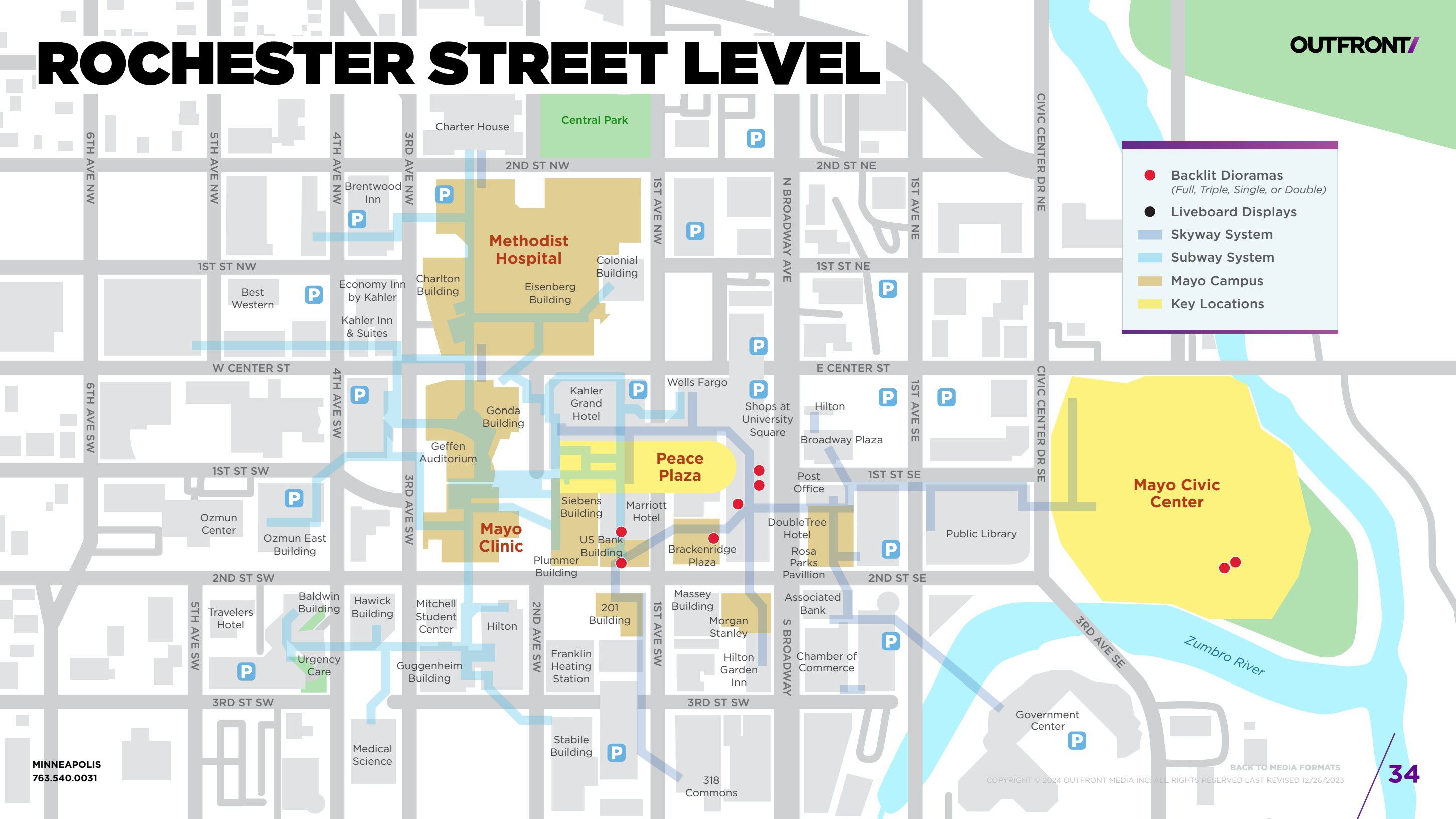
- Mayo Clinic
- U of M Rochester Campus
- Mayo Civic Center
- City of Rochester
- Downtown Hotels



ROCHESTER SKYWAY



ROCHESTER STREET LEVEL



Backlit Dioramas

(Full, Triple, Single, or Double)

Liveboard Displays

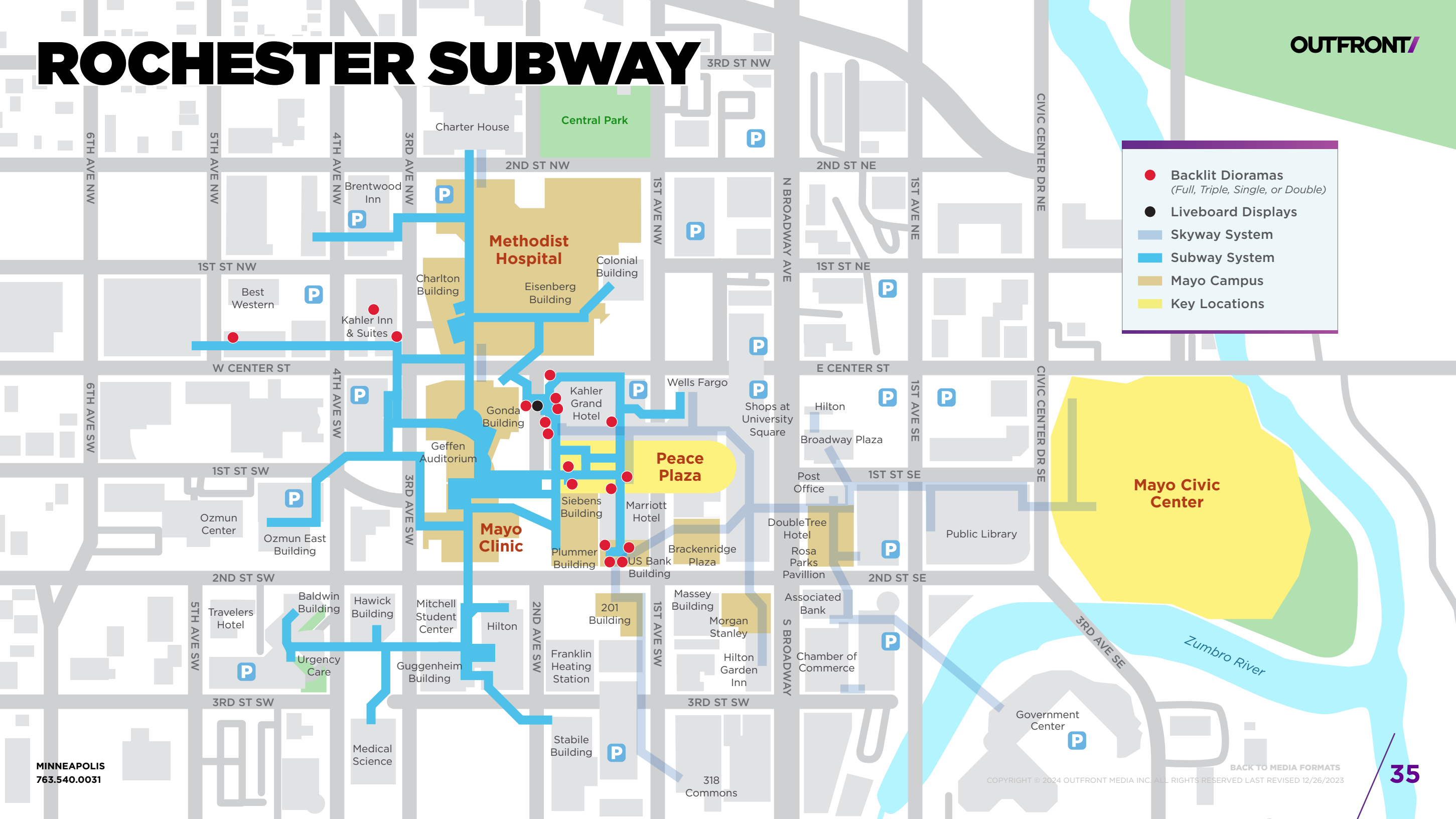
Skyway System

Subway System

Mayo Campus

Key Locations

ROCHESTER SUBWAY



Backlit Dioramas
(Full, Triple, Single, or Double)

Liveboard Displays

Skyway System

Subway System

Mayo Campus

Key Locations

MALL OF AMERICA

OUTFRONT

Our illuminated backlit signage is located at high-traffic, main entry points into the Mall of America. These impactful units allow advertisers to have the first and last impression with consumers on their purchase paths.

THE MALL

The Mall of America is the largest retail complex in the United States including an indoor amusement park with over 25 rides and attractions. **More people visit the Mall of America than Disney World, Graceland, and the Grand Canyon combined.** It has more than **40 million visitors annually.**

The Mall of America is accessible to both downtown Minneapolis and St. Paul by the Metro Transit blue and green line system, this system provides **over 24.9 million rides each year.**

MEDIA

- Backlit Dioramas

COVERAGE AREA

- West Parking
- East Parking

MINNEAPOLIS
763.540.0031
SOURCE: MALL OF AMERICA

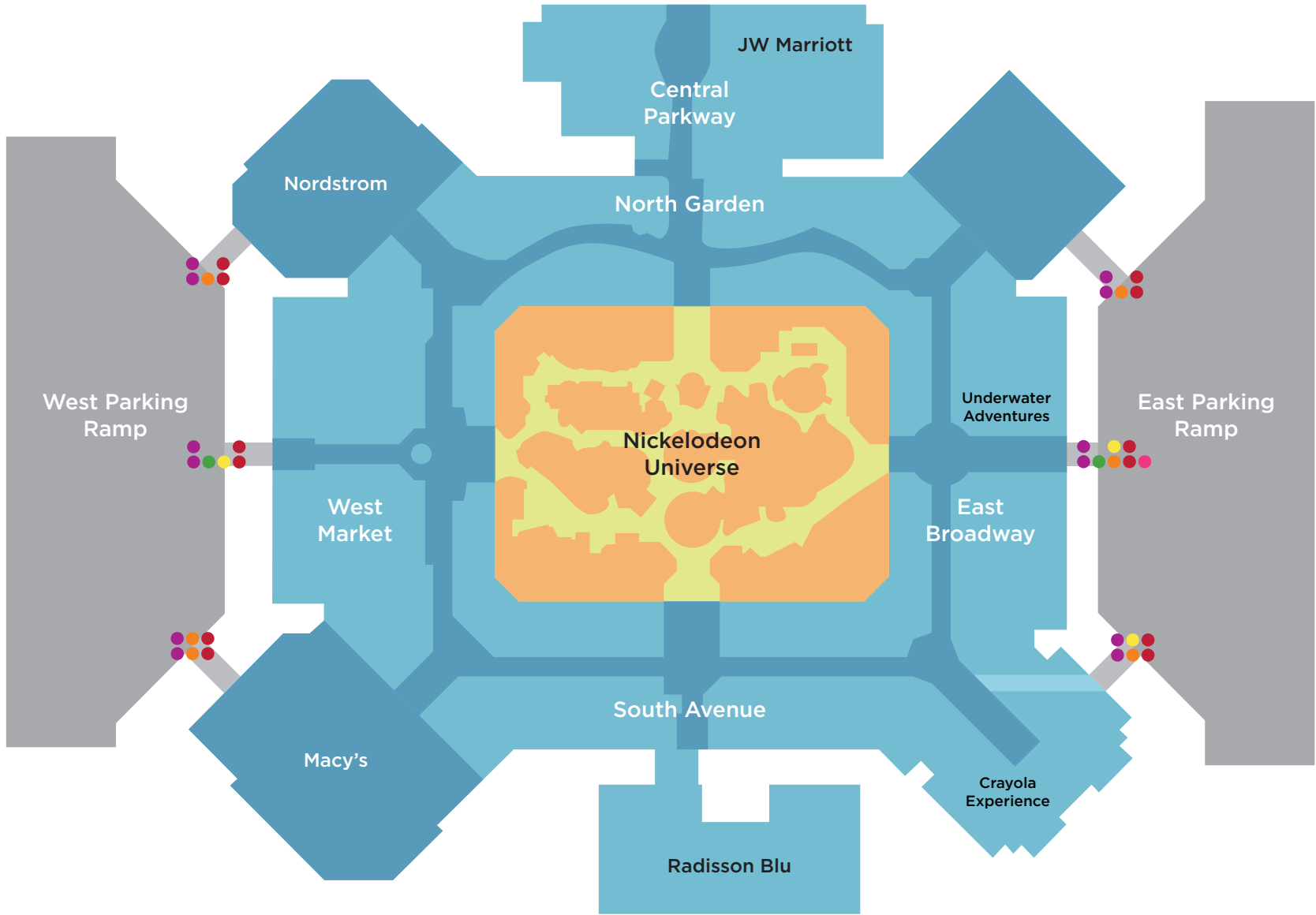


BACK TO MEDIA FORMATS

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MALL OF AMERICA

Multi-level Coverage



MALL OF AMERICA MEDIA	
LOWER	
3'x 6' Backlit Diorama	<input type="checkbox"/>
LEVEL 1	
6'x 4' Backlit Diorama	<input type="checkbox"/>
3'x 6' Backlit Diorama	<input type="checkbox"/>
LEVEL 2	
3'x 6' Backlit Diorama	<input type="checkbox"/>
LEVEL 3	
6'x 4' Backlit Diorama	<input type="checkbox"/>
3'x 6' Backlit Diorama	<input type="checkbox"/>
LEVEL 4	
6'x 4' Backlit Diorama	<input type="checkbox"/>
LEVEL 6	
6'x 4' Backlit Diorama	<input type="checkbox"/>

LIVEBOARD NETWORKS

OUTFRONT

The skyway liveboard network covers daily audiences for Minneapolis, St. Paul, and Rochester. This network reaches visitors commuting in the central business district for meetings, dining, concerts, sporting events, theatre/entertainment, etc. The liveboard network offers flexible and digital options that provide advertisers with full motion video and creative experiences.

The Liveboard Network spots will run 1,350 times per day, 9,450 per week, **37,800 per 4 weeks!**

PRODUCT INFORMATION

- Static/Full Motion
- Dynamic Capabilities
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8

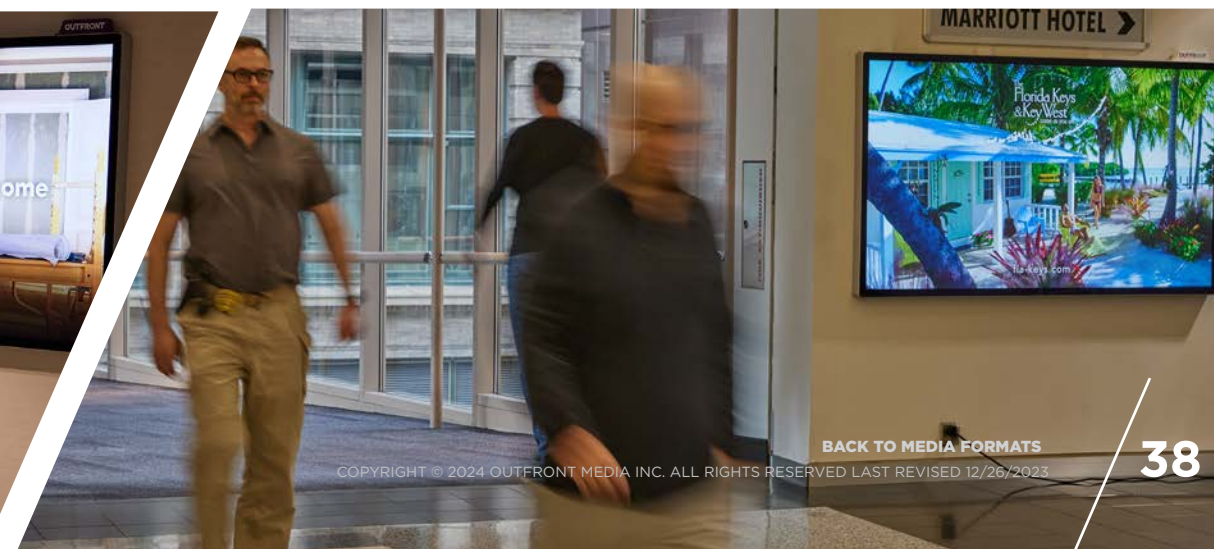
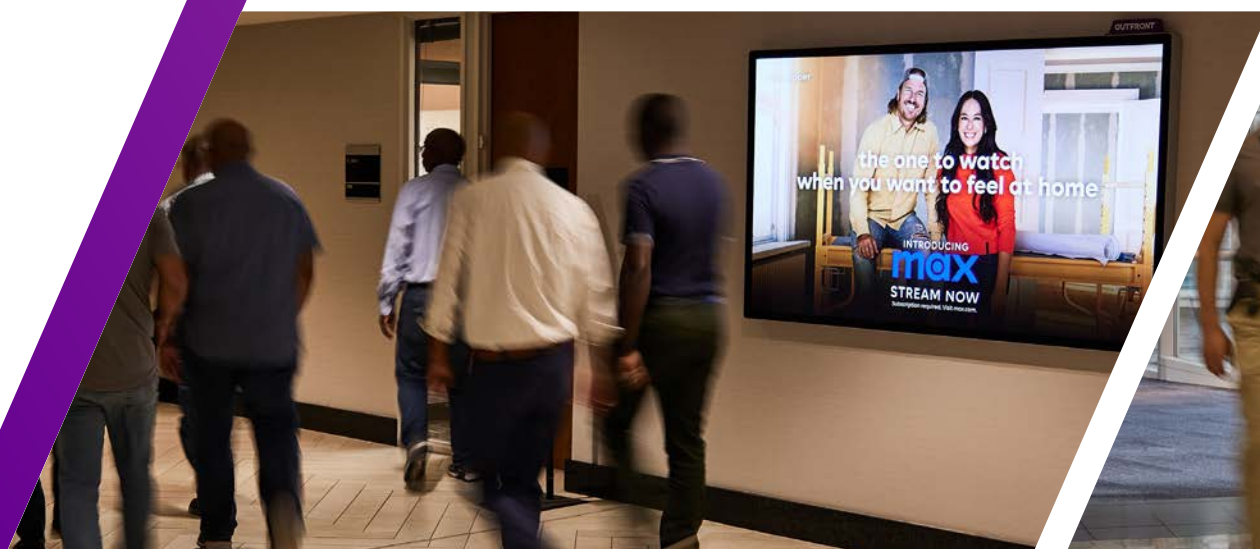


SCAN OR CLICK TO
LEARN MORE

COVERAGE

- Minneapolis
- St. Paul
- Rochester

MINNEAPOLIS
763.540.0031



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BACKLIT DIORAMAS

Backlit Dioramas command attention, are fully illuminated and eye-catching! Located in the highest demand areas, this media targets an affluent, educated, white collar demographic with excellent frequency.

We can enhance this media by adding brochure racks, wall graphics, experiential opportunities and much more.

PRODUCT INFORMATION

- 3'H x 6'W
- 3'H x 2'W

COVERAGE

- Minneapolis
- St. Paul
- Mall of America
- Rochester





WALLSCAPES

Wallscapes vary in size and are customizable depending on budgets and creative needs. These units allow advertisers to dominate areas of the skyways reaching consumers in a bold and unexpected way. Some locations may include backlit dioramas to add additional impact to an already powerful media.

MINNEAPOLIS/ST. PAUL COVERAGE

- | | |
|-----------------------------|--------------------|
| — 10th & Hennepin | — Centre Village |
| — 333 S 7th Street Building | — Gaviidae Commons |
| — 517 Building | — Haaf Ramp |
| — A Ramp Parking | — HotelMinneapolis |
| — B Ramp Parking | — RadissonBluHotel |
| — City Center Building | — Town Square |

ROCHESTER COVERAGE

- Double Tree Hotel
- U.S. Bank Building

PRODUCT INFORMATION

- Size varies by location



DOMINATIONS

Dominate the consumer journey with a larger than life experience that engages each passerby. Multiple speciality formats create a captivating environment at eye level.

PRODUCT INFORMATION

- Size varies by location

COVERAGE

- 517 Building Domination
- 6 Quebec Pillar Domination
- Target Field/Target Center (Ramp B) Domination
- 10th & Hennepin Domination
- City Center Domination

COLUMN WRAPS

Column Wraps are typically sold in multiples per building creating a domination with multiple message/creative opportunities. They reach consumers in a unique and unexpected way to make your message really stand out!

PRODUCT INFORMATION

- Varies by opportunity

COVERAGE

- 6 Quebec Building
- Convention Center Rotunda



FLOOR GRAPHICS

Floor Graphics are a step out of the ordinary. They reach consumers in a unique and unexpected way. Floor Graphics can be created in a variety of shapes, colors and sizes to make your message stand out! Floor Graphics can be combined with multiple media options for added impact that is sure to stop traffic.

PRODUCT INFORMATION

- Varies by opportunity

COVERAGE

- Orchestra Hall Ramp
- 517 Building
- 6 Quebec Building
- A Ramp Parking
- B Ramp Parking
- Minneapolis Hilton



OUTFRONT

Run your event during peak lunch hours and connect with the largest concentration of upscale, educated, working adults in the state.

Creative event products vary based on location. Media that complement events include wallscapes, pillar wraps, floor clings, domination walls, and digital liveboard networks. Design an event and we will find products that amplify your product.

- 517 Building
- 6 Quebec Building





TARGET FIELD & TARGET CENTER AREA

Both Target Field and Target Center are connected via the skyway to ABC parking ramps. These ramps are the **largest ramps in the city** and are located within 1 to 2 blocks of each venue.

This media interacts with the **3+ million Twins, Timberwolves and other events fans**, along with thousands of everyday downtown workers.

PRODUCT INFORMATION

- Backlit Dioramas
- Wallscapes
- Liveboard Networks
- Column Wraps
- Floor Graphics
- Overhead Soffits

COVERAGE AREA

- | | |
|-----------------------|-----------------------|
| — Target Field | — Cowles Dance Center |
| — Target Center | — Restaurants |
| — Orpheum Theater | — Lifestyle Centers |
| — State Theater | |
| — Pantages Theater | |
| — New Century Theater | |



U.S. BANK STADIUM AREA

U.S. Bank Stadium is home to the Minnesota Vikings.

Each year U.S. Bank Stadium hosts NFL football games, large conferences, state tournaments, concerts, etc. The Haaf ramp (the largest parking ramp connected to U.S. Bank Stadium) is linked to the skyway that connects to the newly opened Wells Fargo Towers and the Gateway District in downtown Minneapolis.

PRODUCT INFORMATION

- Wallscape
- Liveboard Network
- Backlit Dioramas

COVERAGE AREA

- US Bank Stadium
- Haaf Memorial Parking Ramp
- Wells Fargo Towers
- Guthrie Theater
- The Armory
- Stone Arch Bridge Park
- Latitude 45 Luxury Apartments



MINNEAPOLIS CONVENTION CENTER AREA

The Minneapolis Convention Center is one of the largest event centers in Minnesota. It hosts a multitude of events including conferences, conventions, expos, concerts, and sporting tournaments, bringing a wide variety of visitors. The skyway connects them to hotels, parking ramps, and other destinations within the metro.

PRODUCT INFORMATION

- Backlit Dioramas
- Pillar Wraps
- Floor Graphics
- Window Graphics

COVERAGE AREA

- Hilton Hotel
- Orchestra Hall Ramp
- Marquette Place Apartments
- Loring Park
- Hyatt Regency Hotel
- Millenium Hotel

SECOND SCREEN MEDIA





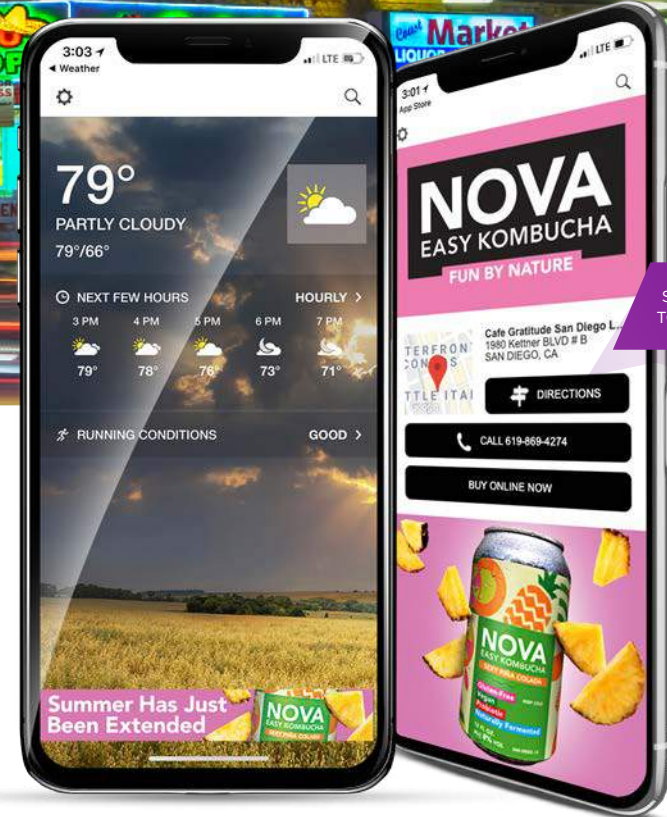
MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK TO LEARN MORE



SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

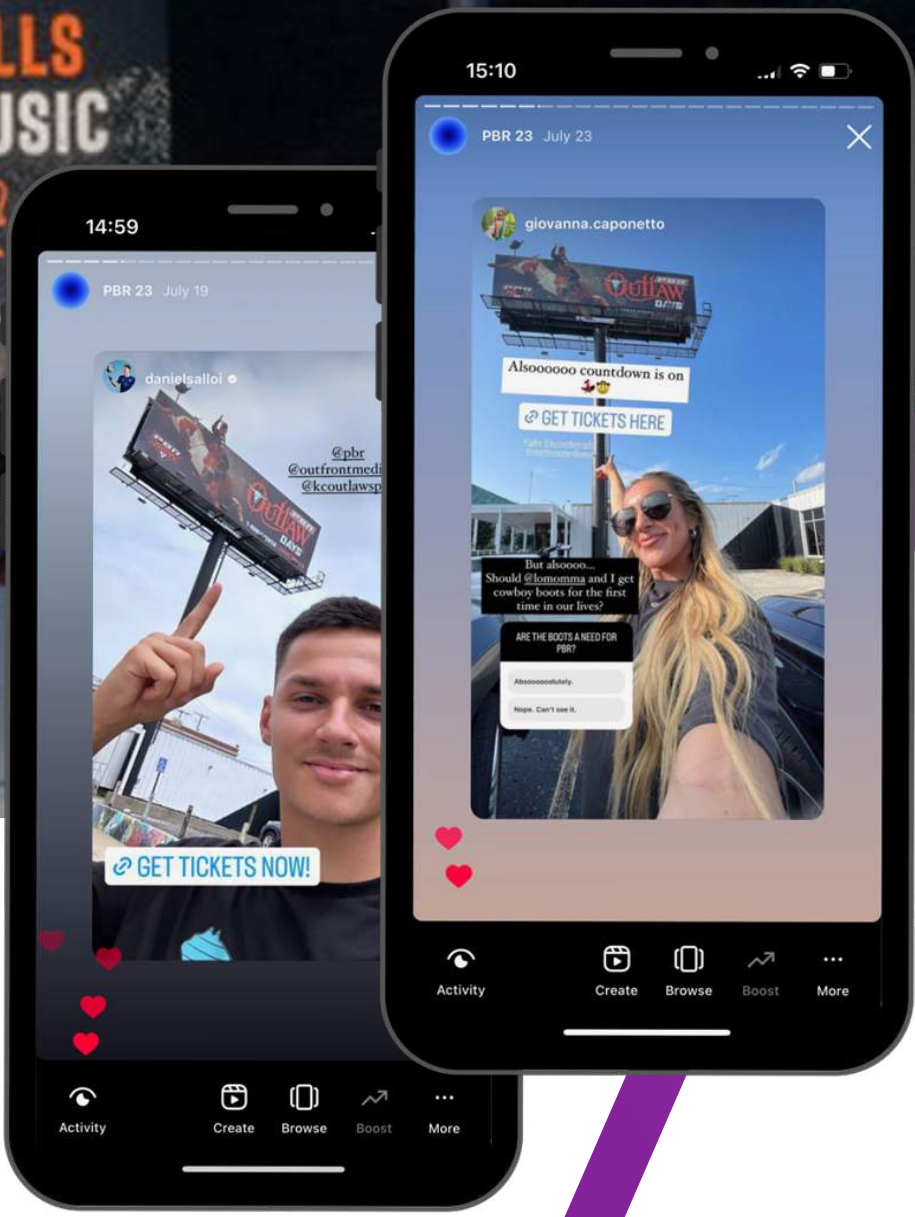
Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

[Watch PBR's #sOOH Success Story](#)

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS





OUTFRONT

WE GET YOU AMERICA

OUTFRONTMEDIA.COM

763.540.0031

901 MARQUETTE AVE, STE. 600 MINNEAPOLIS, MN 55402

INSTAGRAM | YOUTUBE | LINKEDIN | TWITTER | FACEBOOK | GOOGLE+

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